



Attorney's Docket No.: 004867.P004

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Stanley T. Lim, et al.

Application No.: 10/001,512

Filed: October 31, 2001

For: AN ECONOMIC FILTERING SYSTEM FOR
DELIVERY OF PERMISSION BASED, TARGETED,
INCENTIVIZED ADVERTISING

Commissioner for Patents
Washington, D.C. 20231

RESPONSE TO NOTICE TO FILE CORRECTED APPLICATION PAPERS

Sir:

In response to the Notice to File Corrected Application Papers Date Mailed

January 7, 2002, please find enclosed:

- (1) a copy of the Notice to File Corrected Application papers;
- (2) new formal drawings, please find thirty-one (31) sheets of drawings.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first Class mail with sufficient postage in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231 on March 6, 2002.

March 6, 2002

Geneva Walls
Name of Person Mailing Correspondence

Geneva Walls
Signature

Date of Deposit
March 6, 2002
Date

If any additional fee is required, please charge Deposit Account No. 02-2666. A duplicate of this Response is enclosed for deposit account charging purposes.

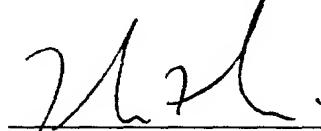
Respectfully submitted,

If any additional fee is required, please charge Deposit Account No. 02-2666. A duplicate of this Response is enclosed for deposit account charging purposes.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: 3/6/02



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UNITED STATES PATENT AND TRADEMARK OFFICE

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 WASHINGTON, D C 20231
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APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
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10/001,512 10/31/2001

Stanley T. Lim

004967.P004

004967.P004
CONFIRMATION NO. 3244

FORMALITIES LETTER



OC000000007274568

MAR 14 2002
 PIRE
 PATENT & TRADEMARK OFFICE
 Parek N. Fahmi
 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
 Seventh Floor
 12400 Wilshire Boulevard
 Los Angeles, CA 90025-1026

Date Mailed: 01/07/2002

NOTICE TO FILE CORRECTED APPLICATION PAPERS

Filing Date Granted

This application has been accorded an Application Number and Filing Date. The application, however, is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given **TWO MONTHS** from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

The required item(s) identified below must be timely submitted to avoid abandonment:

- Substitute drawings in compliance with 37 CFR 1.84 because:
 - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. (5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

*A copy of this notice **MUST** be returned with the reply.*

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Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE